



Pick a cigarette holder. Any cigarette holder.

Take a good look at the fourth from the right.

It's the holder you get on the tip of a Parliament.
It's tough on the outside, so you can bite on it.

Inside, there's a filter—recessed—away
from your lips. So you taste
nothing but good, clean flavor.

The Parliament holder.
It works like the others.
But the resemblance ends there.

It works like a
cigarette holder
works.



King size and new Charcoal 100's

